

The goal of consumer behavior : Building Marketing Strategy, twelfth Edition. Is to provide students with a usable, strategic understanding of consumer behavior. We believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. As a consequence, we integrate the three facets of theory, strategy-based example, and application as follow:

1. **Theory**—clearly, an understanding of underlying theory and concept is a critical element in making effective decision context. Thus, each chapter provides a comprehensive discussion of pertinent concept and theories found to be critical in understanding consumer behavior.
2. **Strategy-based example**—throughout the text, we provide cutting-edge examples of how the key concept and theories can be applied to company, brand and organizational decision. These example should provide student with an appreciation of how an understanding of key buyer –behavior concepts can lead to higher-quality marketing strategy and decisions.
3. **Application**—people learn best by doing. Thus, the third facet of our approach is a heavy emphasis on application through end-of-chapter question and activities, as well as end-of-section cases allow student to take what they learn and apply it to real-world situations and thus practice what they are learning and also learn by doing

